MANSFIELD DOWNTOWN PARTNERSHIP MEMBERSHIP DEVELOPMENT COMMITTEE MEETING Mansfield Downtown Partnership Offices August 16, 2010 8 AM

MINUTES

Present: Frank McNabb (Chair), Bruce Clouette, Jim Hintz

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:15 am.

2. Approval of Minutes from June 21, 2010

Bruce Clouette made a motion to approve the June 21, 2010 minutes. Jim Hintz seconded the motion. The minutes were approved unanimously.

3. Review of Last Year's Membership Outreach and Plan for Coming Year/Upcoming Events

Chair Frank McNabb reviewed the list of membership outreach ideas that were pursued in the last year as well as other ideas that had been discussed. He had sent out an e-mail recapping the year to Committee members.

The Committee agreed to not pursue a table or special session on Storrs Center at UConn's Alumni Weekend next year. There were not enough people attending to have such a large presence. The Committee did agree to continue to outreach to alumni. Mr. Clouette said at this point, it is key that alumni receive information; membership may need to wait until construction starts to attract more memberships/interest.

Ms. van Zelm will also follow-up with UConn Alumni Association Executive Director Lisa Lewis on more opportunities with the Alumni Association. She noted that Partnership Special Projects Coordinator Kathleen Paterson is on an e-mail database to receive reminders about including information on the monthly e-mail updates to alumni send by the Association.

Cynthia van Zelm will follow-up with location of link to Partnership on Lodewick Visitors Center (done/there is a link).

Ms. van Zelm will follow-up with David Lindsay to see if he will bring brochures to locations on campus.

Mr. McNabb suggested that the Committee could continue to provide information through Committee member Dennis Heffley to his UConn Economics Department alumni at their alumni weekend in the spring.

Ms. van Zelm will follow-up with Mansfield Director of Human Services Kevin Grunwald on including information on the i-parent network (site has been reconfigured).

Ms. van Zelm will follow-up on sending out additional membership solicitation letters to Mansfield businesses. She said there has been some return on the 75 or so letters that went out.

The Committee also agreed not to pursue a specific outreach attempt to UConn students for membership as the attendance was low.

The Committee will also not pursue stickers on the front of the <u>Reminder</u> directing people to the Partnership and Storrs Center.

The Committee will continue to pursue including information in the Windham Hospital Stafflink newsletter.

Ms. van Zelm will pursue obtaining an updated list of the UConn Deans and ask that they be members (e-mail sent on September 14 to Kathy Slowik in Provost's office to obtain list).

Mr. Clouette suggested that information be placed in the Town's "Senior Sparks." Ms. van Zelm said it has been more difficult to do so because of the limited space but she will pursue with the new Senior Center Director.

Mr. Hintz reiterated pursuing membership from local representatives. Ms. van Zelm will follow-up after the November elections.

Mr. Clouette will talk to UConn Board of Trustee member Fran Archambault about the Board members being members of the Partnership.

Jim Hintz suggested having information about Partnership membership and Storrs Center at the Co-op (Mr. McNabb has started a dialogue with UConn Co-op General Manager Bill Simpson).

Mr. Hintz suggested placing information about the Partnership at the Nathan Hale Inn and Conference Center *(done).*

Mr. Hintz said posters put up at UConn have to be timely. He has put up posters on the *Festival on the Green.* Mr. Hintz will see what spaces might be available.

Ms. van Zelm will talk to UConn School of Fine Arts Dean David Woods about whether information can be put out at Jorgensen. Mr. McNabb noted that the largest event is probably the Boston Pops concert in December.

Mr. Clouette suggested that information be included with conference packets that the Bishop Center sends to conference participants. **Ms. van Zelm will pursue with the Bishop Center.**

Mr. Hintz noted that the University is trying to centralize the logistics for conferences at the University. He said that once building begins for Storrs Center, information can be included in conference packets.

Ms. van Zelm will check the Mansfield Library site for organizations to pursue for membership. She said she has been able to solicit members through organizations in the past.

Ms. van Zelm asked if Committee members could staff a table at the Lion's Club's annual fall festival. Ms. van Zelm, Mr. Clouette and Mr. McNabb (Mr. McNabb will be out of town) volunteered to staff a table between 12 pm and 3 pm on September 26 at the fall festival.

Ms. van Zelm said she will work with Mansfield Town Manager Matt Hart and Parks and Parks and Rec Director Curt Vincente to find the best date to have a table at the Community Center about the Partnership and Storrs Center.

Mr. Hintz said the Partnership could have a table at the University's fall housing fair.

Ms. van Zelm said she will be attending as many Mansfield school open houses in the fall as possible.

4. Next Meeting

The Committee agreed to meet on Monday, September 20 at 8 am in the Partnership office.

5. Adjourn

The meeting adjourned at 9:00 am.

Minutes taken by Cynthia van Zelm.